



CHANGE MANAGEMENT 2019

April 28 - May 1, 2019 | Orlando, Florida, USA



CHANGE IS UNIVERSAL!

ACMP ANNUAL CONFERENCE 2019

April 28-May 1, 2019
Orlando, FL, USA

2019

ACMP Annual Conference

April 28-May 1, 2019 | Orlando, FL

The Association of Change Management Professionals® (ACMP) Annual Conference brings together more than 1,100 attendees dedicated to expanding their professional expertise and enhancing the overall change management discipline around the world.

Change Management 2019
is your time to lead in a
city where “Change is
Universal.”

From seasoned practitioners to those new to the profession, The Association of Change Management Professionals (ACMP) Annual Conference strengthens attendees' industry insight in the ever-evolving change management environment. Change Management 2019 will provide the latest professional tools and techniques to help support practitioners and the organizations and clients they serve.

From premier keynote speakers, sessions led by industry influencers and various networking events, Change Management 2019's goals are to share the latest business solutions, explore innovative best practices, and delve into the latest trends.



The Conference includes:

- Expert insight on the industry's most innovative tools and solutions
- Opportunities to network with fellow practitioners from leading change management organizations
- Education on the latest approaches to enabling change management strategies



Attendance

Change Management 2019 attendees are from some of Fortune 500's top companies. **In 2018 there were over 480 unique companies in attendance.**

10%

discount

ACMP hosts two regional conferences a year in addition to the annual event. Sponsors and/or exhibitors that support more than one event receive a 10% discount.

click &
register

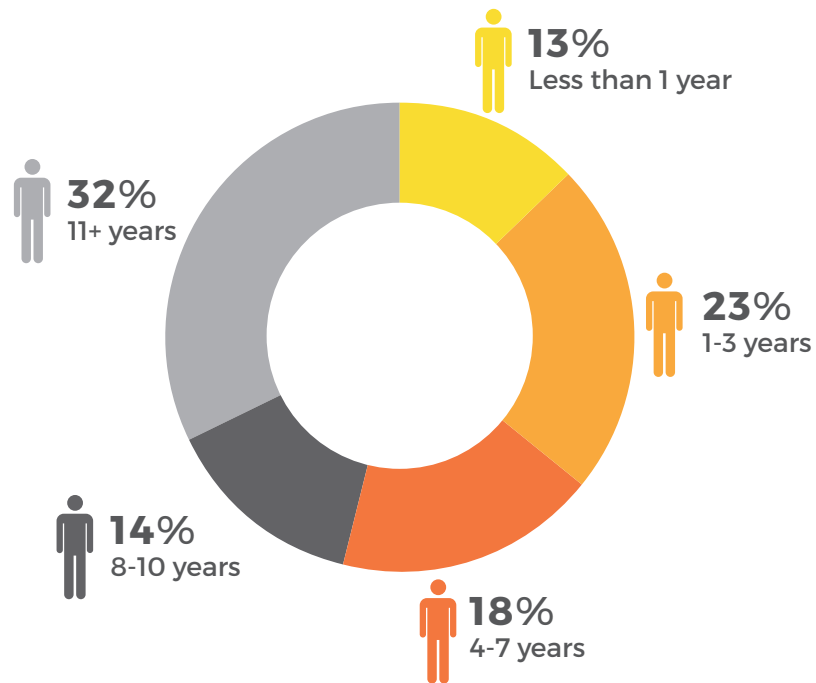
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LEADING THE WAY CHANGE WORKS

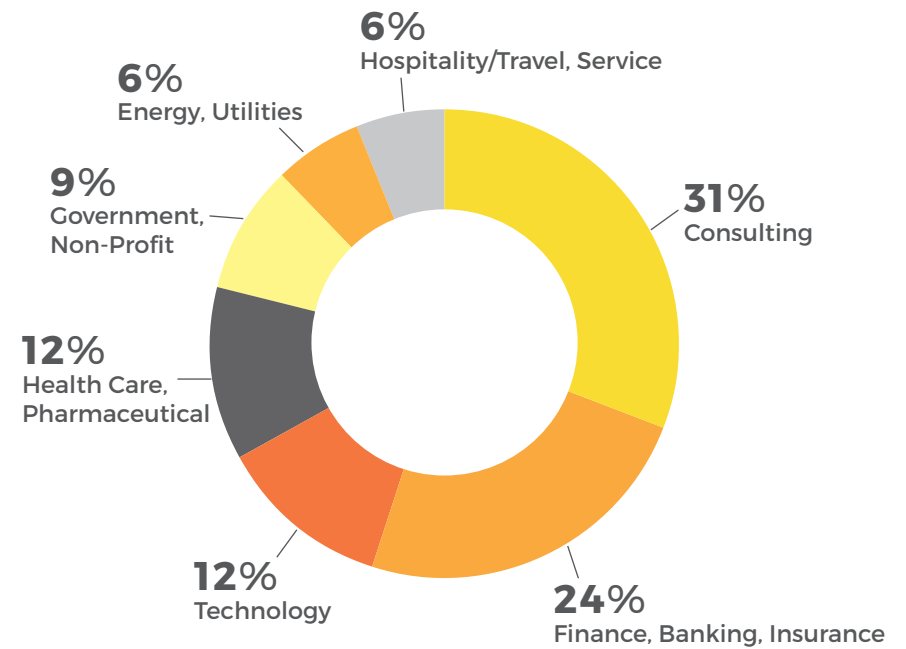


Change Management 2018 Attendee Profile

2018 Attendees Experience Level



2018 Top Attendee Industries



click &
register

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EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Support ACMP's efforts in "Change is Universal" by maximizing exposure during Change Management 2019

As a Change Management 2019 sponsor and/or exhibitor, your organization not only supports the conference but the entire change management discipline – helping it grow throughout the world.

Your sponsorship package can be customizable. By creating a customized package you can also receive other marketing

benefits. Once the total value of your contract (sponsorship, exhibit and/or advertising) reaches a certain dollar value listed below, your company will be listed as that level of sponsorship on the website, on signage, and in the electronic conference program guide. ACMP will also verbally recognize your company's sponsorship level at the conference. Your company will also receive the benefits listed under the sponsorship.

Diamond Sponsor

Total expenditure \$20,000

- Recognition as a Diamond Sponsor from the stage during Keynote sessions
- Logo and Diamond Sponsor recognition on marketing materials
- Marketing exposure on mobile app
- Sponsor mention on all signage throughout the conference
- Literature distribution at registration to all attendees in conference bag (sponsor to provide literature - if literature is not received by deadline provided it will not be included)
- Full page advertisement in the official conference electronic program guide
- 4 complimentary registrations
- 2 mobile app pushed promotional marketing posts

Platinum Sponsor

Total expenditure \$15,000

- Recognition as a Platinum Sponsor from the stage during Keynote sessions
- Logo and Platinum Sponsor recognition on marketing materials
- Marketing exposure on mobile app
- Sponsor mention on all signage throughout the conference
- Literature distribution at registration to all attendees in conference bag (Sponsor to provide literature- if literature is not received by deadline provided it will not be included)
- Full page advertisement in the official electronic conference program guide
- 3 complimentary registrations
- 2 mobile app pushed promotional marketing posts

Gold Sponsor

Total expenditure \$10,000

- Recognition as a Gold Sponsor from the stage during Keynote sessions
- Logo and Gold Sponsor recognition on marketing materials
- Logo displayed during all General Sessions
- Sponsor mention on all signage throughout the conference
- Half page advertisement in the official electronic conference program guide
- 2 complimentary registrations

Silver Sponsor

Total expenditure \$6,000

- Logo and Silver Sponsor recognition on marketing materials
- Logo displayed during all General Sessions
- Sponsor mention on all signage throughout the conference
- 1 complimentary registration



**Ask about customized packages
that may meet your needs**

**Discount for supporting more
than one conference in 2019**



Mobile App Sponsor

\$15,000

The sponsor will be recognized on the conference website, as well as in the electronic conference program guide, and on signage. The sponsor's logo will appear within the mobile app as well as a promoted marketing post.

Tuesday Night Live

\$15,000/exclusive

This is ACMP's premiere networking event. Tuesday Night Light will take place at Universal Studios Orlando. Sponsor will be recognized on signage at the park as well as in the program guide, on the mobile app and the conference website.

Bags

\$13,000/exclusive

Sponsorship includes the use of the conference and sponsor's logo on a bag distributed to all attendees. ACMP to purchase conference bags.

Private Meeting Room/ Sponsored Lounge

\$10,000/exclusive

Four meeting rooms are available in the center of Conference meeting space during Conference dates. Sponsor may use as public lounge for attendees or private meeting room. Seats 28 comfortably. Sponsor may order furniture and AV for room at own expense.

Wireless Internet

\$10,000/exclusive

All attendees will get WI-FI coverage in the main conference area. To access the WI-FI the attendees must use the sponsor's name as the password.

Conference Water Bottle

\$9,000/exclusive

Help conference attendees stay hydrated and refreshed with a branded, reusable water bottle that is sure to be used long after the Conference ends. Every attendee will receive a water bottle at registration. ACMP to purchase Conference bottle.

Registration

\$9,000/exclusive

All attendees of the conference must register to attend. The sponsor will receive recognition on the conference registration page on the website as well as onsite at the registration desk.

Charging Station

\$8,000/exclusive

The charging station allows attendees to charge their mobile devices. The sponsor's name and logo will be prominently displayed on the charging station.

Live Streaming

\$8,000

ACMP streams the keynote sessions live to ACMP members. The sponsor's logo will appear prominently on the website streaming the keynote sessions. The sponsor's logo will also appear on signage, in the conference program guide and on the website.

Twitter Feed

\$8,000/exclusive

All conference twitter feeds will be posted on digital signage displayed at the conference. Sponsor name and logo will be prominently displayed on the digital signage.

Conference Morning Wakeup Run

\$7,000

Many attendees like to start their day off with exercise. Sponsor a morning wake up run to energize the attendees. Sponsor has the ability to provide t-shirts for all participants.

Onsite Bookstore

\$7,000

Attendees of the conference frequent the book store. Signage with sponsor's logo will be at the bookstore. If the sponsoring company has a book for sale it will be showcased prominently at the bookstore.

Program Guide

\$7,000/exclusive

The sponsor's logo will be placed on the front cover of the electronic conference program guide that is distributed to all attendees. The sponsor will also receive a full-page advertisement in the electronic conference program guide.

Save the Date Banner

\$7,000/exclusive

The sponsor's logo will appear on the banner promoting the 2020 conference.

Conference Directional Signs

\$6,500/exclusive

The sponsor's logo will appear on most directional signs at the conference.

Hotel Key Card

\$6,000/exclusive

Sponsoring the hotel key cards gets your company's brand into the hands of all attendees staying at the conference hotel. Your logo and the conference brand will appear on the hotel key cards

Water Bottle Filling Stations

\$6,000

Throughout the conference venue there will be water coolers to fill water bottles. This sponsorship includes sponsor logo on all water coolers.

Welcome Reception

\$6,000 each/4 available

The Welcome Reception takes place the opening night of the conference in the exhibit Hall. Sponsorship includes recognition as the Reception sponsor on the website and on signage.

Conference Lanyards

\$5,500/exclusive

Sponsorship includes logo on lanyards provided to all attendees at the conference. ACMP to purchase lanyards.

Breakfast

\$4,000/4 available

Sponsor will be recognized on signage at all breakfasts.

Breaks

\$4,000/4 available

Coffee will be served during the breaks during the conference. Sponsor will be recognized on signage during all breaks.

Lunch

\$4,000/4 available

Sponsor will be recognized on signage at all lunches.

Window Clings

\$4,000

Sponsors logo on three (3) window clings dispersed throughout the conference.

Patron Supporter

\$3,000

Sponsorship includes recognition on the website and electronic conference program guide.

Pens

\$3,000/exclusive

Sponsors logo on pens distributed during registration. ACMP to purchase pens.

Marketing Video

\$2,500

One (1) - one minute video produced by sponsoring company to be posted on the conference website. Sponsorship only available if it is with another sponsorship and/or exhibit.

Flyer distribution

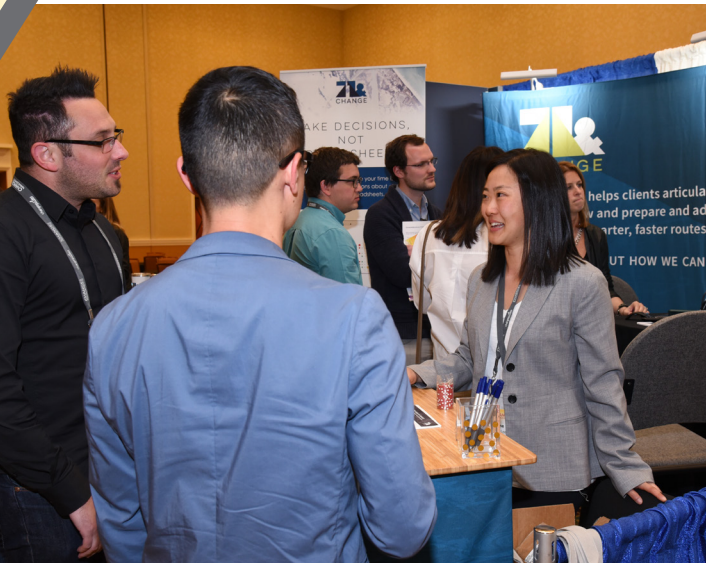
\$1,500/5 available

Sponsor can provide a one-page marketing or informational flyer that will be distributed to all conference attendees at registration. Sponsorship only available if it is with another sponsorship and/or exhibit. (Sponsor to provide literature- if literature is not received by deadline provided it will not be included)



"I have attended the last two conferences for two very different reasons. First, in the start-up stage of our Organizational Change Management Office we needed development information, the roadmap. By the next year we were ready for more in-depth development and leading topics. The ACMP Change Management Conference met the mark!"

— Tanya Nietrzeba B.A., B.Ed, C.I.M., Prosci OCM Certified
Organizational Change Management Office



2019 Exhibit Opportunities

| | |
|-------|----------|
| 10x10 | \$5,500 |
| 10x20 | \$10,000 |
| 10x30 | \$14,500 |
| 20x20 | \$18,000 |

Exhibit Amenities

- Pipe and drape dividing the booth spaces
- Two complimentary exhibit hall only registrations per 10x10 booth

Additional Exhibit Services

Booth services such as electricity, Internet, booth furniture, booth cleaning, etc. must be purchased separately through the conference decorator. Additional information about options and fees is available on the conference website in the exhibitor kit. The exhibitor kit is posted online approximately eight weeks prior to the conference.

Advertising in Electronic Conference Program

| | |
|--------------------|---------|
| Inside Front Cover | \$1,000 |
| Inside Back Cover | \$900 |
| Full page bw | \$800 |
| ½ page b.w | \$600 |

Questions? Contact Us

Laurie Powell

Vice President, Business Development
eventPower

E-mail: lpowell@eventPower.com

Phone: 703-740-1940



click &
register

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Instructions

Step 1: Mark your selections below under Payment Amount & Method (select exhibit booth space, partnerships and sponsorships).

Step 2: Fax completed form to (703) 740-1940 or email to LPowell@eventPower.com.

Step 3: Register personnel through the conference Website.

Notes: Booth numbers are subject to change.

Sponsor instructions are emailed and posted on the event Website. Program guide information will be requested via email.

This Commonwealth of Virginia contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (doing business as: eventPower), and the Exhibitor named herein. The Exhibitor agrees to comply with all Terms and Conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Company & Contact Information

| | | | |
|----------------------------|--|-------------------------------|--|
| Company Name: _____ | | | |
| Contact 1: | | Contact 2 | |
| Street Address: _____ | | Billing Contact: _____ | |
| City State, Zip: _____ | | Street Address: _____ | |
| Email Address: _____ | | City State, Zip: _____ | |
| Phone #: _____ | | Email Address: _____ | |
| Fax: _____ | | Phone #: _____ | |
| | | Fax: _____ | |

Contract Acceptance (signature is required)

This contract is accepted as binding by the following Exhibitor Representative:

Signature: _____ Printed Name: _____ Date: _____

Invoicing Policy, Payment & Cancellation Terms & Conditions

| | |
|----------------------|---|
| Invoicing: | Invoices will be sent by email. If you wish to receive a printed copy please check the box below: <input type="checkbox"/> Please send a printed invoice to our company billing contact (contact 2 above). |
| Payment: | 50% payment is due at 180 days prior to the program start date with the remaining 50% due at 90 days prior to the program start date. Companies are 50% liable for contracted funds at 180 days prior to the program and 100% liable for contracted funds at 90 days prior to the program. |
| Cancellation: | Cancellations must be received by email from a representative of the company signing this contract and confirmed as accepted by email from eventPower. Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds. |

Payment Amount & Method

| | | |
|----------------------------------|---|---|
| Partnership Package: | \$ _____ | Booth Selection: 1 st choice _____ 2 nd choice _____ 3 rd choice _____ (booth numbers are subject to change) |
| Sponsorship /Advertising: | \$ _____ | |
| Exhibit Space: | \$ _____ | P.O. #: _____ |
| Discount: | \$ _____ | W-9 Form: To obtain eventPower's W9 form visit www.eventPower.com/w9 |
| Total Contracted Amount: | \$ _____ | |
| Payment Method: | <input type="checkbox"/> Check Payable to: eventPower Mail to: eventPower, Accounts Receivables, 5205 Woodleaf Court, Centreville, VA 20120 | |
| | <input type="checkbox"/> Credit Card A confirmation email will be sent with an Invoice attachment. A link to a secure online credit card payment portal will be provided at the bottom of the invoice. | |
| | <input type="checkbox"/> Wire Transfer A confirmation email will be sent with an Invoice attachment. Wire transfer information will be provided on the invoice. Send wire transfer confirmations to SComer@eventPower.com | |

Send Check Payments To:

Payable to: eventPower
Accounts Receivables
5205 Woodleaf Court
Centreville, VA 20120

Event Production Company/Merchant Contact Information:

Direct Marketing Productions, Inc.
DBA: eventPower
5205 Woodleaf Court
Centreville, VA 20120

Laurie Powell, Director of Sales
Telephone: (703) 740-1940
Fax: (703) 740-1940
Email: LPowell@eventPower.com
Website: www.eventPower.com

Contract

This Commonwealth of Virginia Contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (Doing Business As: eventPower), and the exhibitor named herein. The exhibitor agrees to comply with all terms and conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Payment and Liability Schedule

- 50% liable and 50% payment due 180 days prior to the first day of the conference.
- 100% liable and 100% payment due 90 days prior to the first day of the conference.
- If contract is received after payment due dates, the exhibitor agrees to pay the amount due within 15 days of submitting the contract.
- If contract is received within 15 days of the conference date, the exhibitor agrees to pay immediately with credit card, wire transfer or express check.
- Payment must be clear before the exhibitor is permitted to set up.
- eventPower reserves the right to reassign space or remove contracted company from the floor plan if the above payment schedule is not met.
- Failure to make payments does not release the contracted financial obligation.
- If payment is not received by the event date, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

Cancellation or Downgrade

- Cancellations must be received in writing (email or letter) from a representative of the company signing this contract and confirmed as accepted in writing (email or letter) from an eventPower representative.
- Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.
- In the event of either a full or partial cancellation of space by an exhibitor, eventPower reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.
- The exhibitor agrees that the appropriate payment based on the schedule above must be received by eventPower within 15 days of the cancellation notice or by the first date of the conference (whichever comes first). If payment is not received by these dates, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

Relocation and Floor Plan Revisions

eventPower retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

Occupancy Default

Any exhibitor failing to occupy contracted space shall not be relieved of their financial obligation. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by eventPower, and re-allocated or reassigned for such purposes or use eventPower may see fit.

Limitation of Liability

- Exhibitor agrees to make no claim for any reason against eventPower, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the exposition as scheduled; nor for any action or omission of eventPower.
- The exhibitor is solely responsible for his own exhibition materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. eventPower shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

Damage to Property

The Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property.

Insurance

Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to eventPower or its agent or representative upon request. Email certificate of insurance (COI) to SComer@eventPower.com.

Installing, Exhibiting, Dismantling

eventPower specifies hours and dates for installing, exhibiting, and dismantling. Exhibitor shall be liable for all storage and handling charges resulting from failure to set up their booth or removing shipping crates from their exhibit booth three hours before the posted start time for the exhibit hall. Additionally, the exhibitor agrees not to begin dismantling their display or open crates before the specified conclusion of the dismantling period set by eventPower. Removal of exhibit materials or displays before the published dismantle times may be subject to a fine.

Agreement to Rules

Exhibitor and all exhibitor personnel agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by eventPower.

Use of Space

Displays and demonstrations are limited to the confines of an exhibitor's own booth. Distribution of literature or other giveaways must be in the confines of the exhibitor's own booth. Displays must abide by the rules and regulations provided in the exhibitor service kit distributed by the event decorator.

Cancellation or Change of Exposition by eventPower

In the event that the premises in which the exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not within the control of eventPower or its agents, the exposition may be canceled or moved to another appropriate location. eventPower shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not within the control of eventPower. Causes for such action beyond the control of eventPower shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the venue, municipal, state or federal laws, or act of God. Should eventPower terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damages. Refunds of "Paid Exhibit Space Fees" in the case of event termination or cancellation shall be made to exhibitors at the sole discretion of eventPower and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by eventPower through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

Exhibitor Representative's Responsibility

Exhibitor agrees to indemnify eventPower, its employees, agents, or representatives against, and hold them harmless for, all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

Amendment and Addition Rules

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of eventPower. eventPower may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.